

Darren Wennen Joins Tactile Medical as Vice President of Marketing

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Industry Veteran to Lead Medical Device Company's Next Growth Phase

Tactile Medical Inc., a Minneapolis-based medical device company focused on advancing the treatment of chronically ill patients in their homes, is expanding its senior management team as it continues to enter new markets and broaden its product portfolio.

Darren Wennen brings more than 17 years of experience in the medical device industry to his new role as Tactile Medical's vice president of marketing. Wennen will provide strategic direction to continue to grow the reputation of Tactile Medical as a leader in the field. Two products under his purview are the Flexitouch[®] system – used in the treatment of lymphedema – and ACTitouch[™], which is used to treat chronic venous leg ulcers.

“Tactile Medical has a great mission: to improve the standard of care for these patients,” Wennen said. “We are in an excellent position to capitalize on the increasing trend of treating patients at home.”

Jerry Mattys, CEO of Tactile Medical, said Wennen's extensive experience in launching new products and developing programs to support their adoption will be a welcome addition.

“Darren's combination of sales support and strategic marketing leadership could not come at a better time for Tactile Medical,” Mattys said. “We look forward to his contributions in accelerating our growth.”

Before joining Tactile Medical, Wennen helped shape marketing strategies at several Twin Cities medical device companies including St. Jude Medical and Cardiovascular Systems, Inc.

Wennen earned a master's degree in business administration from the University of St. Thomas, with a focus on marketing and international finance. He received his bachelor's degree in political science and psychology from the University of Minnesota.